



Euromonitor  
International

# Traditional and Connected Watches in South Africa

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## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Gen Z consumers fuel growth in connected watches market

Chart 1 - Key Trends 2025

### INDUSTRY PERFORMANCE

Gen Z consumers drive sales of wellness-focused connected watches

Connected watches drive growth with innovative features

Market polarisation shapes consumer preferences and sales channels

### WHAT'S NEXT?

Aspirational consumers will drive growth for affordable luxury brands

Connected watches set to outpace traditional watches in growth and adoption

Sustainability and authentication expected to shape business strategies and consumer trust

### COMPETITIVE LANDSCAPE

Garmin maintains its lead through innovation and reliability

Connected watch brands prioritise wellness technology and design

### CHANNELS

Consumers prefer physical stores for experiential purchasing

Enhanced user experience drives steady e-commerce growth

### PRODUCTS

Resale market grows as consumers seek affordable luxury timepieces

Chart 2 - Analyst Insight

### COUNTRY REPORTS DISCLAIMER

## Personal Accessories in South Africa - Industry Overview

### EXECUTIVE SUMMARY

South Africa's personal accessories market thrives on affordable luxury and sustainability

## KEY DATA FINDINGS

Chart 3 - Key Trends 2025

### INDUSTRY PERFORMANCE

Market polarisation drives retailers to expand value-focused offerings

Chart 4 - Woolworths Introduces More Entry-Level Lines

Bags and luggage remains the largest category, with dynamic growth

Gen Z consumer driving demand for sustainability and inclusivity

### WHAT'S NEXT?

Retailers adapt to consumer behaviour with value offerings

Resale platforms support demand for second-hand bags through affordability

Chart 5 - Analyst Insight

Connected watches set to be the fastest growing subcategory

### COMPETITIVE LANDSCAPE

Leading companies maintain lead amid market polarisation

## CHANNELS

Offline retail dominates sales through specialists

Retail e-commerce drives growth with convenience and enhancements

## ECONOMIC CONTEXT

Chart 6 - Real GDP Growth and Inflation 2020-2030

Chart 7 - PEST Analysis in South Africa 2025

## CONSUMER CONTEXT

Chart 8 - Key Insights on Consumers in South Africa 2025

Chart 9 - Consumer Landscape in South Africa 2025

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## SOURCES

Summary 1 - Research Sources

### About Euromonitor International

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/traditional-and-connected-watches-in-south-africa/report](http://www.euromonitor.com/traditional-and-connected-watches-in-south-africa/report).